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#### **DECLARATION AND POWER OF** ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

Declaration Submitted with Initlal Filing

OR

Declaration Submitted after initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number		Google-40APP (GP-092-00-US				
First Named Inventor		Salar Arta KAMANGAR				
COMPLE	TE II	FKNOWN				
Application Number	10/795,807					
Filing Date	March 8, 2004					
Art Unit	3622					
Examiner Name	Not	Not yet assigned				

As the below named Inventor, I herel	by declare that:							
My residence, mailing address, and citizenship are as stated below next to my name.								
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:								
I believe I am the original and tirst inve	I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the inventor chitical.							
ARBITRATING THE SALE OF	F AD SPOTS TO INCR	EASE OFFER COMP	ETITION					
				j				
	(Title of the In	vention)						
the specification of which	·							
is attached hereto								
OR								
[	March 8, 2004	as United States A	pplication Number	or PCT International				
was filed on (MM/DD/YYYY)			T (					
		F						
Application Number 10/795,807	and was amende	ed on (MM/DD/YYYY)		(if applicable).				
I hereby state that I have reviewed and any amendment specifically referred to	above.							
I acknowledge the duty to disclose info applications, material information which	n became available betwee	il the litting date of the prior	application and the					
International filing date of the continuat	under 35 U.S.C. 119(a)-(d)	or (f), or 365(b) of any fore	ign application(s) to	or patent, inventor's or plant				
International filing date of the continual Thereby claim foreign pnority benefits breeder's rights certificate(s), or 365(a States of America, listed below and na	) of any PCT international a ive also identified below, by	pplication which designated checking the box, any fore	ign application for p	patent, inventor's or plant				
States of America, listed below and na breeder's rights certificate(s), or any claimed.	PCT International applicat	tion having a filing date be	rore that of the ap	plication on which pholity is				
Prior Foreign Application		Foreign Filing Date	Priority	Certified Copy Attached?				
Number(s)	Country	(MM/DD/YYYY)	Not Claimed	YES NO				
			<u> </u>					
	1							
Additional foreign application nu	mhere are listed on a supplie	emental oriority data sheet	PTO/SB/02B attach	ned hereto:				

[Page 1 of 4]

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# DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

#### Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

**DECLARATION AND POWER OF ATTORNEY** 

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Utility or Design Patent Application								
Direct all correspondence to:   Customer Number Code L		264	79		OR 🗆 Corre	espondence address below		
or Bar Code Label Correspondence address below  Name Straub & Pokotylo								
Address 620 Tinton Avenue, Bldg. B, 2 <sup>nd</sup> Floor								
City Tinton Falls			State	NJ		ZIP 07724-3260		
Country USA	Telep	hone (732) 5	42-9070	<u> </u>		Fax (732) 542-9071		
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that wiliful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such wiliful false statements may jeopardize the validity of the application or any patent issued thereon.								
NAME OF SOLE OR FIRST INVENTOR:		A petition h	as beer	ı filed	for this unsign	ed inventor		
Given Name (first and middle [if any]) Salar Arta  Family Name or Surname KAMANGAR								
Inventor's Signature			<del></del>			Date 7/19/04		
Residence: City Palo Alto		State CA		Coun	try USA	Citizenship USA		
Mailing Address 222 Palo Alto Ave., Apt. # 1	04			_				
City Palo Alto		State CA		ZIP	94301	Country USA		
NAME OF SECOND INVENTOR:		A petition ha	s been 1	filed f	or this unsigne	d inventor		
Given Name (first and middle [if any]) Alan or Surname LOUIE								
Inventor's Signature		1-		7		Date 7 - 19 - 04		
Residence: City Los Altos		State CA		Count	try USA	Citizenship USA		
Mailing Address 580 University Terrace								
City Los Altos		State CA		ZIP	94022	Country USA		
Additional inventors are being named on the	1 SUP	plemental Additi	onal Inve	ntor(s)	sheet(s) PTO/SB/	02A attached hereto.		

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DECLARATION AND

**DECLARATION AND POWER OT ATTORNEY** 

**ADDITIONAL INVENTOR(S)** Supplemental Sheet Page 4 of 4

Name of Additional Joint Inventor, if any:			A petition has been filed for this unalgned inventor				
Given Name (first and middle (if any))			Family Name or Surname				
Nathan			STO	DLL			
Inventor's Signature						Date 7/27/2004	
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Mailing Address			_				
City San Francisco	Stat	<sub>e</sub> CA		ZIP 94117	Count	y USA	
Name of Additional Joint Inventor, if any	<i>/</i> :			A petition has been t	iled for thi	s unsigned inventor	
Given Name (first and middle [if any])				Family	Name or S	urname	
Susan				WOJCICKI			
Inventor's					•	Date	
Signature	T	CA	Т	USA		Citizenship USA	
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Malling Address 212 Santa Margarita Avenue	2						
Mailing Address							
	6.	CA		ZIP 94025	Col	intry USA	
City Menlo Park							
Name of Additional Joint Inventor, If an		<u> </u>	A petition has been filed for this unsigned inventor				
Given Name (first and middle [if any])				Family Na	me or Su	пате	
		,				<u> </u>	
Inventor's Signature						Date	
Residence: City	Staf	te		Country		Citizenship	
Malling Address							
Mailing Address							
City	Stat	10		ZIP		ountry	
	~~	•~					

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OR [

Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

spond to a concentration of inform	iation u	iless it contains a valid Olyb Control Indiliber.				
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COMPL	ETE IF	KNOWN				
Application Number	10/795,807					
Filing Date	March 8, 2004					
Art Unit	3622					
Examiner Name	Not :	yet assigned				

	requiredy	Examiner Itarie					
As the below named inventor, I hereby declare that:							
My residence, mailing address, and citizenship are as stated below next to my name.							
I believe I am the original and first inv	entor of the subject matter	which is claimed and for	which a patent is soug	ght on the invention entitled:			
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:  ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER COMPETITION							
	(Title of the I	nvention)					
the specification of which							
is attached hereto							
OR							
was filed on (MM/DD/YYYY)	March 8, 2004	as United State	s Application Number	or PCT International			
Ĺ							
Application Number 10/795,807	and was amend	ed on (MM/DD/YYYY)	•	(if applicable).			
I hereby state that I have reviewed and any amendment specifically referred to	d understand the contents of above.	of the above identified spo	ecification, including t	he claims, as amended by			
<ul> <li>applications, material information which international filing date of the continual</li> </ul>	I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.						
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.							
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO			
		,					
Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:							

## DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

### DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to:   Customer Number or Bar Code Labe		79	OR 🗆 Corr	respondence address below				
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City Tinton Falls		State NJ		ZIP 07724-3260				
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I hereby declare that all statements made herein of my or are believed to be true; and further that these statement made are punishable by fine or imprisonment, or both, ur validity of the application or any patent issued thereon.	s were made with	the knowledge	e that willful false s	statements and the like so				
NAME OF SOLE OR FIRST INVENTOR:	A petition h	as been filed	I for this unsign	ed inventor				
Given Name (first and middle [if any]) Salar Arta  Family Name or Surname KAMANGAR								
Inventor's Signature	<del>-</del>			Date				
Residence: City Palo Alto	State CA	Count	try USA	Citizenship USA				
Mailing Address 222 Palo Alto Ave., Apt. # 104	•	· · · · · · · · · · · · · · · · · · ·						
City Palo Alto	State CA	ZIP	94301	Country USA				
NAME OF SECOND INVENTOR:	A petition has	s been filed f	or this unsigne	d inventor				
Given Name (first and middle [if any]) Alan		Family Name or Surname	LOUIE					
Inventor's Signature				Date				
Residence: City Los Altos	State CA	Count	ny USA	Citizenship USA				
Mailing Address 580 University Terrace	,							
City Los Altos	State CA	ZIP	94022	Country USA				
Additional inventors are being named on the1_supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.								

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ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 4 of 4

Name of Additional Joint Inventor, if any:				☐ A petition has been filed for this unsigned inventor				
Given Name (first and middle [if any])				Family Name or Surname				
Nathan			STO	STOLL				
Inventor's Signature					Date			
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Mailing Address								
City San Francisco	Stat	<sub>e</sub> CA		ZIP 94117	Count	ry USA		
Name of Additional Joint Inventor, if ar	ıy:			A petition has been fil	ed for th	is unsigned inventor		
Given Name (first and middle [if any]	)			Family N	ame or S	Surname		
Susan WOJCICKI								
Inventor's AMA OF						Date 8/20/04		
Residence: City Mountain View	State CA			Country USA		Citizenship USA		
Mailing Address 1600 Amphitheatre Pkwy								
Mailing Address								
		CA		7ID 04042		inter TICA		
City Mountain View	Sta	te		ZIP 94043	] Cot	intry USA		
Name of Additional Joint Inventor, if ar	ıy:		<u> </u>	A petition has been file	d for this	unsigned inventor		
Given Name (first and middle [if any])			Family Name or Surname					
Inventor's Signature			Date					
Residence: City	dence: City State			Country Citizenship				
Mailing Address								
Malling Address								
City	State	•		ZIP	c	ountry		

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